troller such as an application specific integrated circuit (ASIC) or it may be a general purpose central processing unit of the display apparatus **200**.

[0139] The controller **210** is configured to write to and read from the storage memory **220**. The data **12**, after transfer, may be stored in the storage memory **220** and accessed by the controller **210**. Data **22** defining the features of the second item **20** may be stored in the storage memory **220**.

[0140] The controller **210** is configured to provide display commands to the display **230**.

[0141] The controller **210** may, for example, be configured to control the display **230** to display the second item **20** before transfer of the first item **10** to the display apparatus **200**.

[0142] The controller **110** may, for example, be configured to control the display **230** to display simultaneously the second item **20** and the first item **10**.

[0143] The controller **110** is, for example, configured to control the display **230** to display interaction **30** between the second item **20** and the first item **10**.

[0144] The controller **210** is configured to provide data (e.g. interaction data **22**) for transmission along the wireless link to the radio transceiver **240**. The controller **210** is configured to receive from the radio transceiver **240** data (e.g. data **12**, user input commands **40**) received along the wireless link from the radio transceiver **240**.

[0145] In this example, but not necessarily all examples, the wireless communication is radio frequency communication. It may use near field communication or far field communication. It may use a multiple access communication protocol. It may be a terminal using a mobile cellular communications protocol.

[0146] The controller **210** is configured to receive user input commands **40**, from the transceiver **240** that have been received from the user apparatus **100** and control the display **230** in response to those commands **40**.

[0147] The controller **210** is configured to cause the display apparatus **200** at least to perform:

[0148] enabling transfer of a displayable first item **10** to a display **230** of the display apparatus **200** by receiving data **12** from a remote user apparatus, the data **12** defining features of the displayable first item **10**;

[0149] enabling display of the displayable first item **10** in the display **230**;

[0150] controlling interaction **30**, in the display **230**, between the displayable first item **10** and a displayable second item **20** in response to the user input commands **40** received from the remote user apparatus **100**.

[0151] FIG. **9** illustrates an example of a user apparatus. In this example, but not necessarily all examples, the user apparatus **100** is configured as a mobile apparatus, in this case, a hand-portable apparatus that is sized to be carried in a palm of the hand and fit into a shirt pocket.

[0152] The user apparatus **100** may be a mobile personal communications apparatus that uses one or more wireless communication protocols (e.g. Bluetooth®, WLAN, 3GPP, etc).

[0153] FIG. **10** illustrates an example in which the display apparatus **200** is configured to operate simultaneously with multiple remote user apparatus **100**. The display **230** may be configured to be simultaneously viewed by the multiple remote users of the multiple remote user apparatus **100**. In this example, but not necessarily all examples, the display **230** is configured as a large scale, public, screen suitable for outdoor events

[0154] In the example of the methods **300**, **400** illustrated in FIGS. **11**A to **11**D, but not necessarily all examples, the displayable first item **10** is a three-dimensional model of the user of the user apparatus **100** and the displayed second item **20** is clothing. Enabling remote user-control of interaction **30**, in the display **230** of the remote display apparatus **200**, between the displayed second item **20** and the transferred displayable first item **10** comprises enabling fitting the three-dimensional model to the clothing.

[0155] In FIG. **11**A, a user has the first item **10** (a **3**D model of himself or herself) saved on the user apparatus **100**. The display **230** of the display apparatus **200** displays a second item **20** (clothing).

[0156] In FIG. **11**B, the first item **10** (the 3D model) is transferred to the display **230** of the display apparatus **200**. The display **230** displays the first item **10** (the 3D model of the user) and the second item **20** (the clothing).

[0157] In FIG. **11**C, the user of the user apparatus **100** moves and orientates the user apparatus **100** to position and orient the first item **10** relative to the second item **20** (so that the 3D model wears the clothing).

[0158] In FIG. **11**D, the user of the user apparatus **100** moves away from the screen carrying his user apparatus **100** with him. The first item **10** is scaled (enlarged) relative to the second item **20** so that the 3D model fits the clothing.

[0159] In the example of the methods **300**, **400** illustrated in FIGS. **12**A to **12**C, but not necessarily all examples, the displayable first item **10** is an item to be weighed and the displayed second item **20** is a weighing scale. Enabling remote user-control of interaction, in the display **230** of the remote display apparatus **200**, between the displayed second item **20** and the transferred displayable first item **10** comprises placing the item **10** on the weighing scale **20** so that it is weighed by the weighing scale **20**.

[0160] In FIG. **12**A, a user has the first item **10** (an object to be weighed) saved on the user apparatus **100** and transfers it to the display **230** of the display apparatus **200**. The display **230** displays the first item **10** (the object to be weighed) and the second item **20** (weighing scales). In this example, the object is not on the weighing scales and the weighing scales indicates a zero mass.

[0161] In FIG. **12**B the user of the user apparatus **100** moves the user apparatus **100** downwards. This results in movement of the first item **10** downwards onto the second item **20**. The display **230** displays the first item **10** (the object to be weighed) on top of the second item **20** (weighing scales). In this example, the object is on the weighing scales and the weighing scales indicates a non-zero mass.

[0162] FIG. **12**C is similar to FIG. **12**B, except that the first item **10** (the object to be weighed) is larger (greater mass). In this example, the object is on the weighing scales and the weighing scales indicates a greater non-zero mass than in FIG. **12**B.

[0163] In the example of the methods **300**, **400** illustrated in FIGS. **13**A to **13**B, but not necessarily all examples, the displayable first item **10** is an item to be cooked and the displayed second item **20** is a cooking pan. Enabling remote user-control of interaction, in the display **230** of the remote display apparatus **200**, between the displayed second item **20** and the transferred displayable first item **10** comprises: enabling placement of the first item **10** in the cooking pan **20** so that the item appears to cook.